

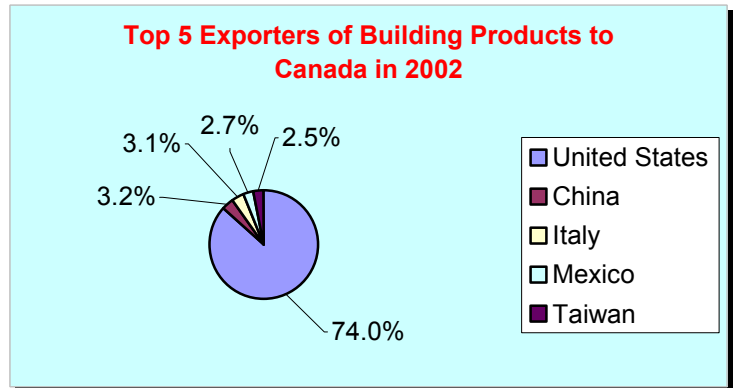
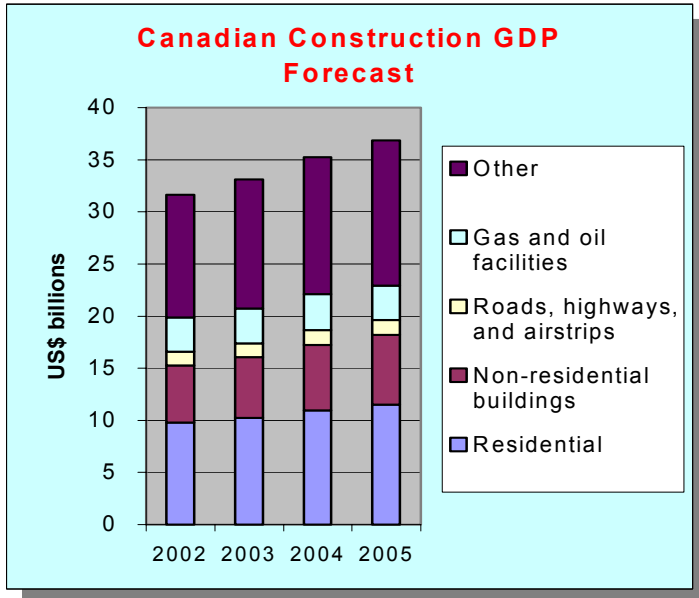


FACT SHEET

CANADA'S BUILDING PRODUCTS MARKET

Did you know...

Approximately two thirds of the building products consumed in Canada are used in industrial, commercial and institutional construction. The remaining one third is consumed in residential construction.



The U.S. Advantage...

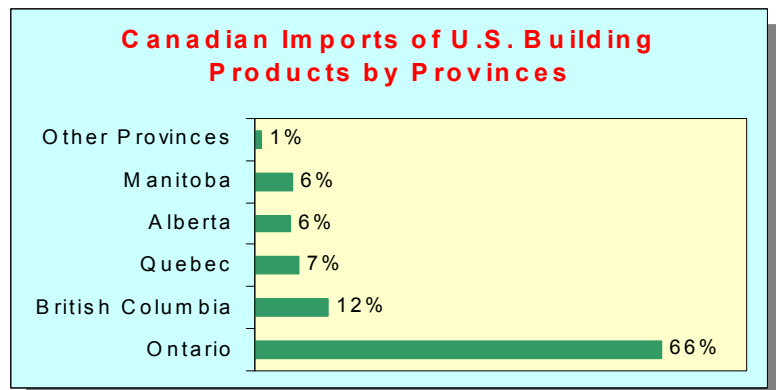
Canada represents the largest export market for U.S. building manufacturers and currently accounts for 39% of the United States total exports of building products. U.S. exports of building products to Canada were valued at US\$4 billion in 2002 and represented 78% of Canada's total building products import market. U.S. exports of building products to Canada will continue to dominate Canada's total import market for building products in 2003 and will increase at an annual real growth rate of 2.6% to US\$5 billion. The relative strength of the U.S. dollar against the Canadian dollar has limited export opportunities to Canada in the last five years. However, it appears that the U.S.-Canada exchange rate may finally stabilize with the value of the Canadian dollar inching its way up so that American-made products may become more price-competitive in the Canadian market in 2003 and 2004.

Canada's Building Products Trade Performance in 2003 (estim.)

Market	US\$ 19.0 billion
Exports	US\$ 9.6 billion
Imports	US\$ 6.3 billion
U.S. Imports	US\$ 5.0 billion
U.S. Import Market Share	78%

Quick facts...

As a result of the unprecedented growth in Canadian construction activity in 2002, the Canadian building products market increased at an annual real growth rate of 3% to US\$15.6 billion, compared to US\$15 billion in 2001. Industry experts predict a stable economy in 2003, steady construction activity with continued growth in the residential and renovation markets that will increase demand in building products at an annual real growth rate of 2.2% to US\$19 billion.



U.S. manufacturers of building products are well positioned to increase their market presence by meeting the growing demand for new, innovative and well-made building products. We encourage U.S. companies to contact the U.S. Commercial Service to receive more information on how to increase their export potential in Canada's building products market.



For additional information on this Fact Sheet and other related sectors, please contact Rita Patlan, Commercial Specialist in Toronto at: (416) 595-5412, ext. 223 or e-mail Rita.Patlan@mail.doc.gov or visit www.Export.gov and www.BuyUSA.gov/Canada